



ORDER

Flight Dates 11/02/12-11/06/12

<u>Order Sep</u> 00:15:00

Product Estimate #

Contract / Revision 263619 / OBAMA FOR AMERICA Alt Order # 06402709

<u>Original Date / Revision</u> <u>Agency Com</u> 15% <u>Billing Type</u> Cash

11/02/12 11/02/12 Billing Contact Order Type GENERAL

Advertiser Pol/B Obama/Pres/D

3050 K Street NW

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Suite 100

Demographic A35+

Agency GMMB Washington, DC 20007 Berrographic A35+

Rev Codes AGY POL

Buying Contact

Rev Codes AGY POL CAND

Sales Office PHI Product Codes PL-Presidential-Democrat

3050 K Street NW Sales Region NAT Priority P-2

Suite 100 Agency Ref Advertiser Ref

Primary Account Executive

Account Executive

Washington, DC 20007

Nick Welte

Order%

Start Date

Nick Welte 100%

End Date

Order Share 100% Market Value 69925

Competing Station %	Amount			
CABLE	%	0		
WDWB	%	0		
WJBK	%	0		
WKBD	%	0		
WWJ	%	0		
WXYZ	%	0		

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots **Net Amount Gross Amount** 0.00 10/29/12 11/06/12 November 2012 \$59,436.25 \$69,925.00 22 \$59,436.25 \$69,925.00 \$59,436.25 0.00 22 \$69,925.00 Totals

								Tota	als
Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1 WDIV 11/05/12 11/06/12	4-5a Lcl Nws 11/5-11/6 CM	4-5a	МГ	:30	3	\$400.00 P-1	0.00 NM	3	\$1,200.00
	Lcl Nws 11/5-11/6								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 11/05/12 11/11/12	МГ 3	\$400.00	0.00						
E 2 WDIV 11/05/12 11/06/12	5-6am Local News M-F CM	5-530a	МГ	:30	1	\$650.00 P-1	0.00 NM	1	\$650.00
	Local 4 News Today 5-6A	(5:00 AM-5:3	30 AM)						
Start Date End Date	Weekdays Spots/Week	Rate	<u>Rating</u>						
Week: 11/05/12 11/11/12	MΓ 1	\$650.00	0.00						
E 3 WDIV 11/05/12 11/06/12	5-6am Local News M-F CM	530-6a	МГ	:30	1	\$700.00 P-1	0.00 NM	1	\$700.00
	Local 4 News Today 5-6A	(5:30 AM-6:0	,						
Start Date End Date	Weekdays Spots/Week	Rate	<u>Rating</u>						
Week: 11/05/12 11/11/12	MΓ 1	\$700.00	0.00						
E 4 WDIV 11/05/12 11/05/12	Monday 8-10p CM	8-10PM	2	:30	2\$	10,000.00 P-2	0.00 NM	2	\$20,000.00
	The Voice								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 11/05/12 11/11/12		\$10,000.00	0.00						
E 5 WDIV 11/03/12 11/03/12	CM	330-7p	3-	:30	3	\$1,425.00 LUR	0.00 NM	3	\$4,275.00

Print Date: 11/07/12





WDIV/DETROIT
Contract / Revision 263619 Flight Dates 11/02/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 11/02/12/ 11/02/12 <u>Order Sep</u> 00:15:00

Advertiser Pol/B Obama/Pres/D Product OBAMA FOR AMERICA Estimate #

l m Ch Ch		lavonton Codo	Deselv	Ctout/End Ti	ma Dava	Len Spo	to Data Dri	Dta Tuna	Tota	
Ln Ch Sta	art End	Inventory Code ND vs Pittsburgh		Start/End Ti	me Days	Len Spo	ts Rate Pri	Rig Type	Spois	Amount
		Notre Dame vs P	_	_						
Start Da Week: 10/29/12		<u>Weekdays</u> 3-	Spots/Week 3	Rate \$1,425.00	Rating 0.00					
E 6 WDIV 11/0	04/12 11/04/12	NBC Sun Night F NBC Sunday Nig		815-1130p		2 :30	2\$12,000.00 P-2	0.00 NM	2	\$24,000.00
Start Da Week: 10/29/12		Weekdays	Spots/Week 2	<u>Rate</u> \$12,000.00	Rating 0.00					
E 7 WDIV 11/0	04/12 11/04/12	Sun News after F Sun LN after FB	B CM	Sun LN after	FB2	2 :30	2 \$1,900.00 LUR	0.00 NM	2	\$3,800.00
Start Da Week: 10/29/12		Weekdays	Spots/Week 2	<u>Rate</u> \$1,900.00	Rating 0.00					
E 8 WDIV 11/0	05/12 11/05/12	11-1145p News 1 Late News 10/31		11-1145p	1	- :30	1 \$2,900.00 P-2	0.00 NM	1	\$2,900.00
Start Da Week: 11/05/12		Weekdays 1	Spots/Week 1	Rate \$2,900.00	Rating 0.00					
E 9 WDIV 11/0	05/12 11/05/12	1248-147a Fallon Fallon Expand 10		1248-147a	2	- :30	2 \$250.00 P-2	0.00 NM	2	\$500.00
Start Da Week: 11/05/12		<u>Weekdays</u> 2	Spots/Week 2	<u>Rate</u> \$250.00	Rating 0.00					
E10 WDIV 11/0	05/12 11/05/12	1145-1248a Toni Tonight Show 10	•	1145p-1248a	1	- :30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
Start Da Week: 11/05/12		Weekdays 1	Spots/Week 1	Rate \$1,100.00	Rating 0.00					
E11 WDIV 11/0	03/12 11/03/12	Saturday 8-9p 2012 Breeders' C	CM Cup	8-9PM	1	- :30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
Start Da Week: 10/29/12		Weekdays 1-	Spots/Week 1	Rate \$1,100.00	Rating 0.00					
E12 WDIV 11/0	03/12 11/03/12	Saturday 9-10p Wheel Of Fortune	CM e / Jeopa	9-10PM	1	- :30	1 \$1,300.00 P-1	0.00 NM	1	\$1,300.00
Start Da Week: 10/29/12		Weekdays 1-	Spots/Week 1	Rate \$1,300.00	Rating 0.00					
Spot Ch Date 1 WDIV 10/2	<u>Range</u> <u>D</u> 9/12-11/04/12 S	Description Saturday 9-10p	<u>Star</u> 9-10	t/End Time PM		<u>Weekdays</u> Sa		Rtg <u>Type</u> 0.00 <i>NM</i>		
See MG				_						
2 WDIV 10/2 M MG for 1	9/12-11/04/12 S I 2.1 11/03	Saturday 9-11p	9-11	Р		Sa	:30 \$1,300.00	0.00 NM		
		Sat Local 4 News		11-1130P	1-	- :30	1 \$2,400.00 P-2	0.00 NM	1	\$2,400.00
Start Da Week: 10/29/12		Weekdays	Spots/Week	Rate \$2,400.00	Rating 0.00					
E14 WDIV 11/0			СМ	10-11PM	1	- :30	1 \$6,000.00 P-1	0.00 NM	1	\$6,000.00
Start Da Week: 11/05/12		Weekdays 1	Spots/Week 1	Rate \$6,000.00	Rating 0.00					